

**INTERAGENCY OVERSEAS EMPLOYEE POSITION DESCRIPTION**

This document is used for regulatory purposes relating to the appointment and payment of public funds. False or misleading statements may constitute violations of such regulations. Prepare according to instructions from the Supervisor's Field Guide for Supervisors of Locally Employed Staff, Chapter 2 (3 FAH-2 H-440).

| | | | | | |
|---|---|---|---|---------------------|---------------------|
| 1. Post | 2. Agency | 3. OPS Job Code | | | |
| Kampala, Uganda | Department of State | For HR Office to enter OPS Job Code | | | |
| 3b. Post Job Number | | 3c. Subject to Identical Position? If Yes, provide total position number and list all additional job number(s) in 3d. | | | |
| Click here to enter Position's Number | | <input type="checkbox"/> Yes <input type="checkbox"/> No | | | |
| 3d. Total Number of Positions | | Identical Additional Post Job Numbers | | | |
| Number of Identical Positions | | Click here to enter Identical Position Numbers | | | |
| 4. Post Position Title or Working Title (if different from official title) | | | | | |
| Public Engagement Specialist | | | | | |
| 5. Reason for Submission | | | | | |
| <input type="checkbox"/> New position <input type="checkbox"/> Implementation of SJD/FJD <input type="checkbox"/> Recertification of position description <input type="checkbox"/> Significant changes to existing position <input checked="" type="checkbox"/> Reorganization or reprogram of existing vacant position to position with different official title or occupational series - provide OPS position Number and OPS Job Code for existing vacant position Enter OPS Position Number and OPS Job Code | | | | | |
| 6. Organizational Design | | | | | |
| 6a. Office/Section Public Diplomacy | | | 6b. First Subdivision | | |
| 6c. Second Subdivision Click here to enter Second Subdivision | | | 6d. Third Subdivision Click here to enter Third Subdivision | | |
| 7. Certifications/Signatures | | | | | |
| 7a. Employee | I acknowledge receipt of this description of my position duties and responsibilities. | <input type="checkbox"/> By checking this box, I, Type Employee's Name, certify that I am the individual submitting this document. | | | Date Select Date |
| 7b. Supervisor | I certify that this is an accurate description of the duties and responsibilities of this position. | <input type="checkbox"/> By checking this box, I, Type Supervisor's Name, certify that I am the individual submitting this document. | | | Date Select Date |
| 7c. Section Chief/ Agency Head | I certify that this is an accurate description of this position and there is a valid management need for this position. | <input type="checkbox"/> By checking this box, I Enter Section Chief's Name, certify that I am the individual submitting this document. | | | Date Select Date |
| 7d. HR Officer/ Mgmt. Officer | I certify that this is an accurate description of this position. | <input type="checkbox"/> By checking this box, I, Type HRO's/MO's Name, certify that I am the individual submitting this document. | | | Date Select Date |
| 8. Classification Action and Certification - I certify that this position has been classified within established standards. | | | | | |
| 8a. Classification Center | Official Title | Job Series | Grade | Approver Name | Date Approved |
| For RCC Use Only | For RCC Use Only | For RCC | For RCC | For RCC Use Only | For RCC |
| 8b. GTM/OE | Official Title | Job Series | Grade | GTM/OE Name | Date Approved |
| For GTM/OE Use Only | Public Engagement Specialist | FSN-6510 | For GTM/OE | For GTM/OE Use Only | For GTM/OE |
| 8c. Recertification Reason | | | RCC/Approver Name | | Initials/Date |
| PD Staffing Initiative | | | For RCC to Enter Approver's Name | | For RCC |

| | | | | | |
|----------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| 9. Post PD Review | Initials/Date | Initials/Date | Initials/Date | Initials/Date | Initials/Date |
| 9a. Employee | Initials Select Date | Initials Select Date | Initials Select Date | Initials Select Date | Initials Select Date |
| 9b. HR/Mgmt. Officer | Initials Select Date | Initials Select Date | Initials Select Date | Initials Select Date | Initials Select Date |
| For GTM/OE Use Only | | | | | |

10. Job Overview

The Public Engagement Specialist is the leading locally employed (LE) staff adviser for the Mission's Public Diplomacy (PD) engagement with Emerging Voices (EV) and Established Opinion Leaders (EOL) audience sectors. Plans, oversees, and evaluates the impact of all PD activities, projects, and initiatives to engage EV and EOL audience sectors, and supervises staff responsible for the Mission's education, exchanges, and youth-focused portfolios. Designs and implements Mission PD outreach strategy to EV audiences, primarily youth, underrepresented groups, and those who influence them, and to EOL audiences, primarily through professional exchanges. Designs and recommends PD strategies to connect with EV and EOL audience sectors to promote an understanding of and support for U.S. policy and dispel inaccurate perceptions.

10a. Direct Supervision of Position:

Receives direct supervision from the Public Diplomacy Officer (PDO) for Public Engagement or Public Affairs Officer (PAO) designee.

10b. Position Directly Supervises:

Exercises full supervisory responsibility for four LE staff: EOL Exchanges/English Language Coordinator, EV Exchanges/Education Outreach Coordinator, Experiential Learning Coordinator, and EV Exchanges (YALI) and Alumni Coordinator.

10c. Indicate if the position has authority to obligate funds:

None.

10d. Provide security access determination level, if required:

Choose an option

11. Major Duties and Responsibilities

(Include % of time spent for each duty, percentage totals must equal 100%)

I. Strategic Planning, Analysis, Evaluation, and Recommendations (40% of time)

Serves as the lead observer, strategist, and advisor on Mission engagement with EV and EOL audiences through programs and exchanges. Actively supervises, coordinates, and plans Mission engagement with EV and EOL audiences at least one year in advance to intensify its impact and expand EV and EOL sector support for Mission objectives and U.S. foreign policy goals. Contributes fully defined EV and EOL elements to the annual Public Diplomacy Implementation Plan (PDIP). Leads in designing and recommending engagement and marketing strategies most likely to succeed with key audience segments and reach priority communities (e.g., ethnic, linguistic, or ideological groups of rising importance to U.S. objectives). Contributes EV and EOL components to the Mission Integrated Country Strategy (ICS).

Evaluates previous PD activities for impact and cost-effectiveness as the basis for improved planning and enhanced performance. Assesses evaluation of previous activities to fine-tune projections for planned initiatives; identifies project objectives, assessment methods, and outcomes. Coordinates with the Strategic Communications Specialist to analyze demographic, communication, and influence patterns of the EV and EOL sectors to identify those audience groups with the greatest potential to affect U.S. foreign policy priorities, and the nature and level of impact of the EV and EOL sectors on Ugandan public and governmental perspectives. Drafts cables and reports to capture the results of these evaluations to share across the Mission, with the AF Regional Bureau, and with external audiences.

Expands Mission understanding of the genesis of emerging networks and changing influence patterns in the Ugandan EV and EOL sectors by developing substantive relationships with Ugandan political, intellectual, and cultural leaders and institutions who follow EV and EOL sector issues as the basis for strategic planning, analysis, and identifying performance targets. Ensures that authoritative U.S. and Ugandan voices accurately represent U.S. policies and interests in EV and EOL discussions in order to enhance the understanding of and support for Mission objectives and U.S. foreign policy goals.

Serves as lead strategist and advisor on innovation and change management for Mission engagement with the EV and EOL sectors, identifying new communication platforms and emerging technologies, optimal partnerships with credible local voices and institutions, and recommending/leading operational changes. Develops and cultivates substantive relationships with influential Ugandan experts and institutions to sustain Mission access and expand opportunities for collaboration in support of U.S. strategic objectives.

II. Implementation (20% of time)

Advances U.S. foreign policy objectives through local and Mission-wide engagement with EV and EOL audiences in the fast-paced virtual and physical communication spaces in which they are active, and which are already heavily influenced by non-nation voices via preexisting traditional and social media cross-border networks. Designs and oversees programs and projects tailored to attract EV and EOL audience segments to leverage EV and EOL individuals, their institutions, and their networks in support of U.S. goals and values on critical issues. Recommends monitoring techniques and metrics for evaluating the effectiveness of engagements, initiatives, and the overall program. Contributes to the Mission ICS, PDIP, and the Public Diplomacy Country Context (PDCC).

Oversees the management of and markets the Mission's professional exchanges, including the International Visitor Leadership Program (IVLP), English programs, Fulbright academic programs, youth/citizen exchanges, journalism tours, speaker programs, and others, to inform Ugandan experts and audiences on policy issues. Reviews professional exchange candidate nominations to assist in determining final candidates. Conducts outreach internally to other agencies to ensure a coordinated

approach to utilizing IVLP as a vehicle for ICS goals.

In collaboration with the PDO for Public Engagement (or PAO designee), plans programs and implements and evaluates public outreach on themes related to ICS goals, including the promotion of inclusive democratic principles, strengthening security efforts, and mutual economic prosperity, to include full and equitable inclusion of women and other underrepresented groups in Ugandan society.

Coordinates with the Strategic Communications Specialist to ensure public promotion of PD programs, including via the Mission's flagship digital and social media properties.

III. Administrative Functions (20% of time)

Supervision: Supervises Public Engagement staff responsible for Mission's EV and EOL exchange, alumni, experiential learning, English language, and educational outreach activities. Leads staff in identifying optimal performance targets to engage target audience groups, and coaches and mentors subordinate staff through regular feedback and timely performance evaluations.

General: In coordination with the Resource Coordination Specialist, maintains required office records and files and ensures that EV and EOL activities and outcomes are recorded in PD Tools and contact databases as needed. Ensures that EV and EOL contact records, including those for alumni and education outreach, are recorded and up to date in contact databases. Drafts office correspondence in English, including cables, event proposals, and evaluation reports.

Grants: Serves as Grants Officer's Representative (GOR) with responsibilities as indicated in the Delegation of Authority letter. The incumbent is required to coordinate with recipient individuals and organizations and is responsible for monitoring grantee compliance with grant terms by reviewing grantee accounting and interim reports and requiring timely submission of final program and financial reports. Coordinates with PD and Mission colleagues on questions of funding, expenditures, and transfers. For DOS-initiated grants, acts as liaison between DOS-based GOR and local implementing institution(s).

IV. Resource Management (10% of time)

Recommends the allocation of funding, program, and human resources for EV and EOL activities to the PDO for Public Engagement (or PAO designee), working closely with the Resource Coordination Specialist. Prepares, manages, and tracks the EV and EOL annual and individual project budgets and contributes to the PD annual budget submission in consultation with the Resource Coordination Specialist. Ensures that appropriate accountability measures are in place and that U.S. government (USG) branding requirements are observed; recommends audits to prevent the misuse of resources.

Serves as program adviser and often as the GOR for EV and EOL grants, with responsibilities as indicated in the Delegation of Authority letter. Monitors progress toward stated performance goals, evaluates effectiveness of resource investment, and ensures that grants and cooperative agreements meet all strategic and regulatory requirements.

V. Intra- and Interagency Coordination (10% of time)

Oversees Public Engagement efforts and activities as necessary with regional PD colleagues, including the Regional English Language Officer (RELO) and Regional Public Engagement Specialist (REPS) units, as well as with the Regional Educational Advising Coordinator (REAC). Participates in Mission-wide policy and strategy working groups. Advises Mission staff, American and LE, on how their work relates to EV and EOL engagement, encouraging the development of shared priorities for EV and EOL audience engagement and performance measurement and evaluation.

***Note:** This position description in no way states or implies that these are the only duties to be performed by the incumbent. The incumbent will be required to perform other duties as assigned by the agency.*

Minimum Qualification Requirements

12. Knowledge

12a. Pre-Hire (Operational):

Must have knowledge of marketing techniques, market analysis and analytics, and customer service standards in the United States and Uganda; knowledge of trends in experiential learning and audience engagement; and an understanding of communications in the region and the international information environment as it affects Uganda. Must have general knowledge of project management, including defining project objectives, outcomes, and assessment methods.

12b. Post-Hire (Organizational):

Must have detailed knowledge of U.S. foreign policy objectives and American interests in Uganda, especially in the EV and EOL sectors; an understanding of U.S. historical, political, economic, social, and cultural forces that shape U.S. foreign policy; comprehensive knowledge of the attitudes and preferences of the EV and EOL audience sector(s); and an understanding of regional, ethnic, socioeconomic, cultural, and linguistic factors and the influence of religious, cultural, and educational institutions in shaping EV and EOL audiences' perceptions of the United States. Must have detailed knowledge of PD engagement tools and the related policies and procedures for each; and knowledge of multiple PD resource streams and regulations.

13. Education

A university degree in Communications, International Affairs, Public or Business Administration, Marketing or local equivalent is required.

14. Licensing/Certifications/Training

Post-Entry Training: Training to gain familiarity with the full range of USG PD programs, activities, and electronic delivery systems. Approximately eight weeks of Foreign Service Institute (FSI) courses required for full performance.

When the position supervises one or more LE staff, training must include RP248 Foreign Service Supervisory Skills (five days).

15. Work Experience

15a. Non-Supervisory:

Four years of experience is required, with communications, public engagement management, or education duties as components of the work. Prior experience in an international, academic, or governmental work environment is required.

15b. Supervisory:

At least one year of supervisory experience is required.

16. Language Proficiency - List English and other host country language(s) proficiency requirements by level (1-5) for speaking, reading, and writing.

English: Level 4 (Fluent) Speaking/Reading/Writing English is required.

17. Pre-Hire Skills and Abilities

Analytic Skills: Must have strong analytic skills. Must be able to identify, analyze, predict, and assess EV and EOL audience attitudes and the impact of projects and modify approaches for the greatest outcome. Must be able to perceive the emergence of new influencers and adjust operations and programming accordingly.

Communication and Interpersonal Skills: Must have excellent customer relations, interpersonal, and cross-cultural communication skills and be able to identify and engage key figures critical to shaping local public opinion. Must have excellent written and oral communication skills, including for public speaking, interviewing for evaluation purposes, and writing reports and material for publication. Must be able to tailor communications to fit formal and informal situations and different ethnic, religious, and linguistic cultures. Must be able to brief on a variety of issues for public programs.

Management Skills: Strong project management skills are required, including the ability to develop and oversee project budgets and to organize, run, and present projects such as workshops, seminars, digital video conferences, panel discussions, lectures, and camps. Must be able to negotiate agreements with partner institutions and manage their fulfillment.

Technical Skills: Good keyboarding and data entry skills and excellent familiarity with electronic discovery tools, in particular the internet, and standard information retrieval practices and procedures are required. Knowledge of various computer software programs, specifically Microsoft Word, Microsoft Excel, and graphic design and photo editing software, is required. Detailed knowledge of and the ability to use social media and mobile platforms, photo and video sharing sites, podcast creation tools, and basic photo and video skills are required. Must have good numerical skills to be able to develop and manage project and grant budgets.

18. Post-Hire Skills and Abilities

Analytic Skills: Must be able to conceptualize how best to use PD tools to move Ugandan attitudes in positive ways. Must be able to advise senior Mission leaders of opportunities to promote Mission objectives.

Technical Skills: Knowledge of PD-specific software, databases, and reporting tools, is required. Must be able to develop descriptive statistical analyses of target audience composition and measure the impact of EV and EOL activities and initiatives.

19. Special Work Environment & Conditions

Availability: Must be available to travel throughout Uganda.

20. Post PD Review Notes (FOR HR USE ONLY)

For HR use Only - Click here to annotate changes made to the PD during Post PD Review.



INTERAGENCY OVERSEAS EMPLOYEE POSITION DESCRIPTION INSTRUCTIONS FOR COMPLETION

1. Post - Please type the post name.
2. Agency – Please type the agency name.
3. This section deals with the numbers found in OPS, on the individual employee's document and internal management of identical additional positions. It is an important internal control for position management.
- 3a. OPS Job Code: This number is generated by the OPS System and is linked with the MClass system. This block will be completed by the Post HR Office for existing positions or by checking on MClass for new positions once positions are classified.
- 3b. Post Job Number: This column should contain the OPS assigned position number or post position number recorded in MClass.
- 3c. Please indicate if the classification will be assigned to multiple (identical additional "IA") positions.
- 3d. Total number of identical positions - Please state the total position numbers that are assigned to the position's MClass record. Identical post job numbers should be listed in this section. If space is insufficient to list all identical post job numbers, please provide details in the organizational chart.
4. Post Position Title - This is used when the official position title in MClass differs from the more common title found in the host country. If there is no position working title, please leave this blank. The position working title will also appear in OPS.
5. Reason for Submission - please select the appropriate reason for submission. Please provide additional information when prompted.
6. Organizational Design - listing the office, section, and unit where the position is located.
7. Certifications/Signatures - Since this document is used for regulatory purposes relating to the payment of public funds, each stakeholder is required to acknowledge or certify, and sign.
8. Classification Action and Certification - This is completed by the RCC annotating the Official Title, Job Series and Grade of the position. The date is the date that the position was either approved or recertified in the MClass system. When there is a formal appeal of the classification performed by the RCC, the final decision from GTM/OE and/or USAID will be annotated here with name/initials.
- 8c. PD Recertification - Post to provide reason (e.g., PD is more than 5 years but still valid, or some changes reflected in the PD are not significant for reclassification). RCC provides the recertification official and date upon updating/uploading the revised PD in the MClass.
9. Position Description Review - This section documents the local reviews/updates performed at the Post level that are not sent to the RCCs. Refer to the most updated policy aid or contact respective RCC for additional clarification on minor changes at Post Any change to a PD must be reviewed by the employee, supervisor and Management Official (see 7 for explanation for Management Official).
10. Job Overview - This is a brief statement explaining the overall purpose of the position. This statement will appear in the vacancy announcement when the position is advertised. It should be concise, no more than 2 paragraphs, and be in plain language that can easily be understood by internal and external applicants.
- 10a. Direct Supervisor of Position: This a brief statement explaining who the direct supervisor of the position is; the level of oversight that will be used and how the work will be reviewed.



INTERAGENCY OVERSEAS EMPLOYEE POSITION DESCRIPTION INSTRUCTIONS FOR COMPLETION

- 10b. Position directly supervises - When applicable, provide a brief statement regarding whom the position will supervise. Please explain how that will be done. For example, will provide daily guidance, approve/disapprove leave, take part in hiring decisions; provide recommendations to disciplinary actions, counsel employees and be the rater for performance reviews.
- 10c. Authority to obligate funds. If the position will have the authority to obligate funds, please select yes. If not, select no.
- 10d. No choice is needed here for LE Staff position as a local security certification is the default security access requirement for LE Staff position. If there is a reason requiring a higher security access determination, please consult with the Post Regional Security Officer and the Office Personnel Management's Position Designation Automated Tool (PDT), and subsequently indicate the appropriate level required by selecting one of the drop-down options.
11. Major Duties and Responsibilities. Do not enter the phrase "see attached" and do not attach any documents. Similar to the PDF or Word version of this form, the space will expand. When using the My Data form, begin typing here. When printing, check the box "print addendum" on the print screen so that all the data entered will print as an addendum.

Describe the regular and recurring work that will be required of the incumbent. Include duties that are performed 10% or more of the total work time (i.e., 4 or more hours per week). Start with the most important requirement or the largest percentage of time. Please group similar duties together. For each duty or group of tasks, describe the work to be performed, including methodologies and technologies.

For all agencies except USAID: The following statement should be included on every PD, at the end of Section 11, to address the issue of "other duties as assigned". No percentage of time is allocated to this statement.

Note: "This position description in no way states or implies that these are the only duties to be performed by incumbent. Incumbent will be required to perform other duties as assigned by the agency."

Minimum Qualification Requirements: These requirements must reflect the minimum knowledge, skills and abilities (KSAs) required to successfully fulfill the duties at the full performance level. These will not necessarily be the KSAs of the current or previous incumbent. All requirements must state "is required" or "must." The words "desired" or "preferred" are not to be used.

Some of the categories are split into pre-hire and post-hire levels. Pre-hire levels are those KSAs that the applicant is expected to already have before coming to work for the US government. Post-hire levels take into account the knowledge, skills and abilities that can only be obtained after being hired. Both pre-hire and post-hire levels are used during classification; however, only pre-hire levels are used during recruitment.

12. Knowledge is the theoretical or practical understanding of a subject, which includes the necessary information, subjects, and topics that should be known to successfully fulfill the duties.
- 12a. Pre-hire (Operational): This covers knowledge of the external environment or standard practices in the host country. This may be political, legal, occupational safety practices, accounting standards, building practices, and/or the business environment.
- 12b. Post hire (Organizational): This covers knowledge of US government workings and structure. Consider requirements to understand internal procedures, agency and USG regulations, policy, purpose of organization and its staff.
13. Education: List the minimum education level required for effective performance. For post-secondary education (i.e., university degree, master's degree and PhD), you must list a field of study that is directly related to the duties and responsibilities of the position. No more than five specific fields of study should be listed
14. Licensing/Certifications/Training: This is the mandatory licensing, certifications or training that is required to reach effective performance within a reasonable period of time. Some licensing or certification are required at the point of hire, such as valid driver license, technical or specialist certification (technical, medical), others would be obtained during employment such as Overseas Personnel System training, Smith System Safe Driver training, Contracting Officer's Representative training, Grants Officer Representative training, basic consular training. Do not include training that is required of all employees, such as new employee orientation, cybersecurity, etc.
15. Work Experience: What experience does the incumbent need to successfully perform the duties and responsibilities of the position? State the minimum amount of time in months or years required. Do not cite a range of years (3-5 years of experience) or use progressive experience. Instead, list the minimum number of months or years (e.g., minimum of 6 months experience, or minimum of 4 years of experience.).
- 15a. Nonsupervisory: Please list the minimum experience needed to effectively perform the non-supervisory duties and responsibilities of the position.
- 15b. Supervisory: List the amount and type of previous supervisory experience required to successfully perform the supervisory duties of the position. The supervisory experience should be part of the total years of experience such as minimum four years of experience, of which at least one year is in supervisory role. Please note that if a position supervises less than three employees, best practice is not to require supervisory experience in order not to exclude first time supervisors.



INTERAGENCY OVERSEAS EMPLOYEE POSITION DESCRIPTION INSTRUCTIONS FOR COMPLETION

16. **Language Proficiency:** Indicate the degree of proficiency in a language or languages required for performance of the duties of the position. State the minimum level for reading, speaking, and writing. The proficiency should be consistent with the communication requirements needed to perform the duties and responsibilities of the position." See OE policy "Pre-Employment English Language and Other Testing".
17. **Pre-hire Skills and Abilities:** List skills & abilities that a candidate needs to have to be hired into the position, e.g., interview for HR Recruiter, presentation & public speaking for trainer, counseling for supervisor, drafting building plans for architect, interpersonal for CLO, etc.
18. **Post-hire Skills and Abilities:** List any additional skills and abilities that can be built during employment, e.g., data analysis, communication with diverse audiences, federal fund management, etc.
19. **Special Work Environment or Conditions:** Use this space if the position is subject to a special work environment or conditions, such as if the position is required to travel significantly (25% or more), or if position is expected to be on-call/standby. All special work environment or conditions must be consistent with local law.
20. **Post PD Review Notes. FOR HR USE ONLY.** Please use the space to annotate changes made to the PD during Post PD Review.

Full Performance Level: Below is a guideline for the typical period of time a new employee would need to reach full performance level. This should not be confused with a training grade or the probationary period.

Grades 1-3 – Three months

Grades 4-6 – Six months

Grades 7-9 – Nine months

Grades 10-12 – One year